



Publicity Campaign:

1. Newspaper Advertisements

Mumbai

Times of India (colour insert)
Education Times (colour insert)
Mid-Day (colour insert)

Cochin

The Hindu (b/w insert)
Malaya Manorama X 2 (b/w insert)

New Delhi

Times of India (colour insert)
Education Times (colour insert)
Hindustan Times (colour insert)

2. Advertorials

New Delhi
HT Horizon Quarter page

Mumbai
Mid-Day Half Page

3. Radio Adverts

Mumbai Radio One
New Delhi Hit 95 FM

4. PR Agency – Ogilvy

INR 150,000

5. Outdoor Campaign

Cochin

2 billboards & 1 arch (at prominent junctions)

***New Delhi* Cost**

A 35 second video clip will be aired on 225 screens across McDonalds outlets (162) and Nirulas outlets (63, a local fast food chain). A total of 36 exposures per day per screen are guaranteed by the agency. Potential footfalls everyday across these outlets is estimated at 185,400. The campaign will run for 2 weeks.

Bus Shelter: the agency will provide us with 2 branded bus shelters at a very prime location, just outside the The Hyatt Regency hotel (fair venue) for 2 days before the fair – FREE OF COST!! We will have to bear the fabrication cost for the branded display.

TOTAL COST APPROX: INR 4,850,300 (NZ\$ 161,677)

The Multiplex cinema campaign: HAS BEEN POSPONED FOR SEPT

This campaign was to run for about 4 weeks, which meant that we would have to start the clippings from 16 March (week starts on Friday for them) for Mumbai and 23 March for Delhi. We procured a list of film releases for these weeks, unfortunately due to the exam season and the cricket world cup not many big banner movies were releasing during this period. Therefore the idea of the multiplex campaign was postponed, however September will be a good time as August will have couple of big banner movies hitting the theatres.